

AF/3622



<b>IN THE UNITED STATES PATENT AND TRADEMARK OFFICE</b>  <b>EXPEDITED EXAMINING PROCEDURE UNDER 37 CFR § 1.116</b>	Application Number	09/514,946
	Filing Date	February 28, 2000
	First Named Inventor	Richard FERNANDES
	Group Art Unit	3622
	Examiner Name	J. D. Carlson
	Attorney Docket Number	2470-105
Title of the Invention: COMPUTER-IMPLEMENTED APPARATUS AND METHOD FOR GENERATING A TAILORED PROMOTION		

#4/req for reconsideration  
10-2303

**RESPONSE AFTER FINAL UNDER 37 CFR § 1.116**

**RECEIVED**

Assistant Commissioner for Patents  
Washington, D.C. 20231

OCT 17 2003

**GROUP 3600**

Dear Sir:

In response to the final Office action mailed July 14, 2003, the following remarks are respectfully submitted.

**REMARKS**

Claims 1, 3-10 and 22-25 remain pending in this application. Further reconsideration of this application is requested.

**35 U.S.C. § 103 Rejection**

Claims 1, 3-10, and 22-25 continue to be rejected as being unpatentable over Gardenswartz et al. in view of Roth et al., and claim 8 continues to be additionally rejected as being unpatentable over Gardenswartz in view of Travis. These grounds of rejection again are respectfully traversed.

The present invention as claimed is directed to an apparatus and method for providing to individual visitors of merchant websites tailored promotions of products offered by the merchant websites based on the individual visitors' online activity history, as received by the apparatus.

For example, an internet bookseller may be a subscriber to the apparatus. As a subscriber, the goods and/or services offered by the internet bookseller are maintained by the apparatus in a database. When a potential customer requests access to the